



**i** Case Study of an **Apparel Brand**.



# How This Sustainable Clothing Brand Increased its ROAS to 3.41x

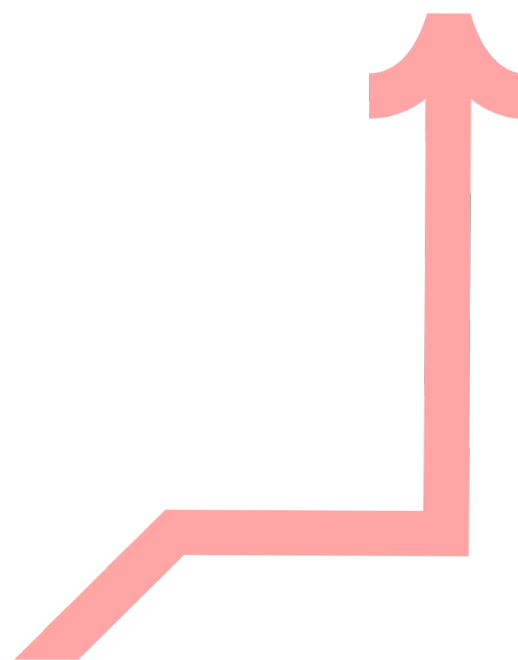


PRESENTED BY :  
OptiFOX Media Solutions





thinking it   
impossible?

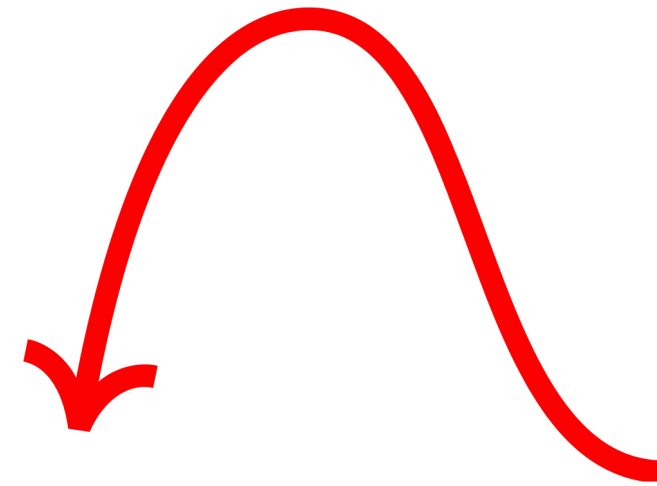


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# Campaign Goals



to expand beyond sales through Instagram DM. After the website came into the picture, we made a strategic approach for meta ads in the USA.

## Our Goals :

- ✓ Increasing brand awareness.
- ✓ Increasing product visibility.
- ✓ Generating more sales and revenue.
- ✓ marketing in USA market



# October Insights

## Objective:

- **Introduction to the Market:** Launched the campaign in the USA market, emphasizing sustainable and fashionable clothing.
- **Audience Understanding:** Conduct in-depth research on product demand, identify the target audience, and test various creative angles for better market insights.

## Key Metrics:

- Ad Spend: \$876.45
- ROAS: 2.24
- Cost per Purchase: \$38.10
- No. of Orders: 23
- Added to Cart: 185
- Initiate Checkout: 64

Amount spent ↓	Purchase	Cost per purchase	Purchase ROAS (return on ad spend)	Adds of payment info	Checkouts Initiated	Adds to cart
\$154.16	4 [2]	\$38.69 [2]	1.53 [2]	7 [2]	16 [2]	47 [2]
\$251.82	6 [2]	\$41.97 [2]	3.42 [2]	11 [2]	17 [2]	54 [2]
\$126.33	3 [2]	\$42.11 [2]	1.62 [2]	3 [2]	5 [2]	15 [2]
\$84.72	2 [2]	\$42.36 [2]	1.99 [2]	4 [2]	6 [2]	9 [2]
\$154.16	4 [2]	\$38.54 [2]	1.57 [2]	4 [2]	3 [2]	10 [2]
\$110.52	2 [2]	\$55.26 [2]	1.37 [2]	2 [2]	9 [2]	33 [2]
\$81.36	2 [2]	\$40.68 [2]	1.25 [2]	4 [2]	8 [2]	17 [2]
\$876.45 Total Spent	23 [2] Total	\$38.10 [2] Per Action	2.24 [2] Average	35 [2] Total	64 [2] Total	185 [2] Total



## Challenges Faced:

- **Limited Brand Awareness:** As a new entrant, we faced the challenge of limited brand recognition.
- **Audience Segmentation:** Identifying the most responsive audience segments required testing and refinement.

## Strategies Implemented:

- **Comprehensive Research:** Conducted thorough research on sustainable fashion trends, competitors, and potential audience demographics.
- **Creative Testing:** Developed and tested multiple creative angles to understand what resonates best with the target audience.

## Results:

- Established a baseline ROAS of 2.24, indicating initial success in reaching the target audience.
- Gathered valuable data on audience engagement and preferences, laying the foundation for future optimizations.





# November's Green Success

## Objective:

- **Building on Success:** Build on the achievements of October, focusing on structuring campaigns for the best-performing elements.
- **Optimization:** Optimize cost per acquisition to increase ROAS, aiming for higher efficiency

## Key Metrics:

- Ad Spend: \$931.16
- ROAS: 3.41
- Cost per Purchase: \$31.05
- Added to Cart: 152
- Initiate Checkout: 86

Amount spent	Purchase	Cost per purchase	Purchase ROAS (return on ad spend)	Adds of payment info	Checkouts Initiated	Adds to cart
\$250.10	10 [2]	\$25.10 [2]	2.63 [2]	4 [2]	15 [2]	18 [2]
\$23.27	1 [2]	\$23.27 [2]	1.52 [2]	5 [2]	14 [2]	17 [2]
\$162.6	6 [2]	\$27.1 [2]	2.85 [2]	8 [2]	22 [2]	56 [2]
\$32.34	1 [2]	\$32.34 [2]	2.39 [2]	1 [2]	1 [2]	2 [2]
\$178.9	5 [2]	\$35.78 [2]	3.57 [2]	8 [2]	18 [2]	17 [2]
\$283.95	7 [2]	\$18.93 [2]	4.61 [2]	7 [2]	16 [2]	42 [2]
\$931.16 Total Spent	30 [2] Total	\$31.05 [2] Per Action	3.4167 [2] Average	33 [2] Total	86 [2] Total	152 [2] Total



## Challenges Faced:

- **Audience Saturation and Segmentation:** Managing the challenge of reaching a diverse audience while avoiding potential fatigue.
- **Ad Creatives Optimization:** Ensuring continuous innovation in ad creatives to combat ad blindness and maintain engagement.
- **Competitive Landscape:** Navigating an increasingly competitive landscape as competitors recognize brand's success.

## Strategies Implemented:

- **Ad Creative Refresh:** Refreshed ad creatives to combat audience fatigue and maintain interest.
- **Campaign Structure Optimization:** Structured campaigns around high-performing elements to enhance efficiency.
- **Competitive Analysis:** Monitored competitor activities closely, adjusting strategies to maintain competitiveness.

## Results:

- Achieved a significant increase in ROAS from 2.24 to 3.41, indicating improved efficiency.
- Successfully adapted to seasonal trends, maintaining competitiveness in the market.





# Sales Journey: Before/After

## SITUATION

A sustainable fashion brand faced hurdles in streamlining sales, identifying future buyers, and optimizing their ad budget. Relying solely on post boosting fell short in driving the brand's growth in a competitive market.

The brand used to get a mere 1 or 2 orders weekly through post boosting. Yet significant potential sales were foregone due to the absence of a robust marketing approach.

## SOLUTION

After launching the website, we recommended implementing conversion-driven strategies, including setting up pixels and events, celebrity content, past customer data, and running optimized purchase campaigns. As a result, we achieved a profitable campaign and drove significant sales.

## RESULT

- ROAS - 2.84x
- CPA - \$42.1,
- Checkout - 150
- Purchase - 43
- Add to cart - 337
- CTR - 2.36%





# Key Performance Indicators



**KPI #1**

Getting relevant profile visit every week including conversion through DM



**KPI #2**

Running conversion to get order and increase revenue





**Ramp up our customer expansion program**

Capitalizing on opportunities with existing business relationships

# Roadmap

We targeted to achieve 2x ROAS spending the allocated budget monthly to get purchases on the website and make it profitable.



**01**

Audited organic presence, website as well as ads account and pixel setup

**02**

Conducted competitor research & creative analysis. Compile current stats of customers

**03**

Applied first strategy on customer expansion.

**04**

Analyzed and tracked results. Making changes in the website to increase conversion.

**05**

Assales and other events increased. Tried Open targeting.





# FUNNEL STRUCTURE

- 1** We have been doing boosting post 1-2 posts simultaneously to get as many as DM as possible through profile visits in USA which would eventually help us create LLA of Instagram engagers or to remarket to past engagers.
- 2** Once we keep getting conversions through DM. We collect user mail id, phone no. name. location to create super LLA of purchaser as well as audience and product testing campaigns.
- 3** To nurture non-buyers effectively, we targeted website visitors, add-to-cart users, and initiate checkout audiences with strategic content—showcasing diverse products, reviews, and user-generated content. This approach significantly boosted ROAS and reduced CPA in November, enhancing overall campaign performance.



# Evaluation

Achieving significant growth in sales and revenue for your clothing brand is within reach when you invest in the right person and implement successful strategies to drive business growth.

